

**REMARKS**

The present claims relate to a polymeric fluorescent substance exhibiting fluorescence in the solid state, a polymer light emitting device, a flat light source, a segment display, a dot matrix display, and a liquid crystal display.

***Amendment summary***

Upon entry of this Amendment, Claims 1 and 6-27 will be pending.

Claim 1 is amended to incorporate the subject matter of Claim 3, which is canceled.

Claim 1 is further amended to remove a phrase the Examiner noted was superfluous.

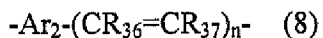
No new matter is added by this Amendment, and Applicants respectfully submit that entry of this Amendment is proper.

***Status of the claims***

Claims 1, 3, and 6-27 have been rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Shi et al. (U.S. Patent No. 6,361,887) (hereinafter "Shi"). In addition, Claims 1, 3, and 6-27 have been rejected under 35 U.S.C. § 103 as allegedly being unpatentable over Noguchi et al. (EP 1043382) (hereinafter "Noguchi").

***Response to rejection of Claims 1, 3, and 6-27 under 35 U.S.C. § 103 based on Shi***

The present claims relate to a polymeric fluorescent substance that exhibits fluorescence in the solid state. This polymeric substance comprises repeating units of formula (1) and formula (8).

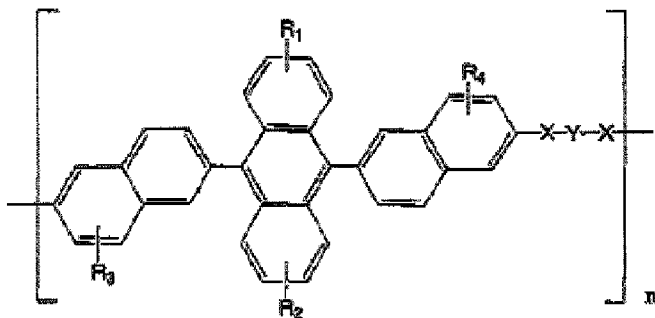


Ar<sub>1</sub> is a divalent group represented by formula (1'), which has at least one alkoxyphenyl substitution. See claim 1.

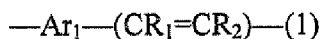
In addition, Ar<sub>2</sub> is further defined to represent a group represented by formula (2').

Applicants respectfully submit that Shi does not render obvious the presently claimed invention.

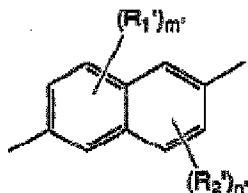
Shi discloses a polymeric luminescent materials comprising 9,10-di-(2-naphthyl)anthracene-based polymers of the below formula:



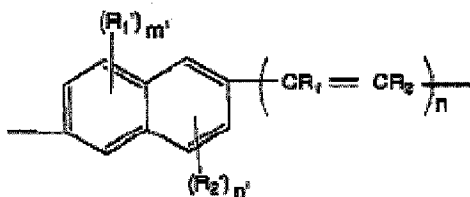
The present invention, on the other hand, comprises a naphthalene unit represented by formula (1) in claim 1:



wherein  $\text{Ar}_1$  is a divalent group of formula (1'):



Accordingly, the monomer unit (1) of the present claims has the structure shown below:



including at least one substituent of an alkoxyphenyl group as  $\text{R}_1'$  or  $\text{R}_2'$  on the naphthalene group.

Applicants respectfully submit that the presently recited monomeric unit (1) is distinct from the 9,10-di-(2-naphthyl)anthracene of Shi. As shown in the chemical formulae above, the 9,10-di-(2-naphthyl)anthracene of Shi has a structure including three naphthalene units of (naphthalene-2,6-diyl)-(naphthalene-5,7-diyl)-(naphthalene-2,6-diyl), regularly arranged, in that order, which is distinct from the presently claimed invention. Therefore, Applicants respectfully submit that the 9,10-di-(2-naphthyl)anthracene of Shi does not render the present invention obvious.

Accordingly, Applicants respectfully submit that Shi does not anticipate or render obvious the presently claimed invention. Applicants respectfully request the reconsideration and withdrawal of this rejection.

***Response to rejection of Claims 1, 3, and 6-27 under 35 U.S.C. § 103 based on Noguchi***

Applicants respectfully submit that Noguchi does not render obvious the presently claimed invention.

Noguchi discloses arylene groups, some of which include naphthalene groups or fluorene groups. However, Noguchi does not disclose a copolymer comprising a naphthalene group and a fluorene group.

Therefore, Applicants respectfully submit that Noguchi does not render obvious the presently claimed invention. Applicants respectfully request the reconsideration and withdrawal of this rejection.

***Conclusion***

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

AMENDMENT UNDER 37 C.F.R. § 1.111  
Application No.: 09/995,814

Attorney Docket No.: Q67430

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.


Respectfully submitted,

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**23373**

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